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0010/PTO  
Rev. 6/95U.S. Department of Commerce  
Patent and Trademark Office

**COMBINED DECLARATION (37 CFR  
1.63) AND POWER OF ATTORNEY  
FOR UTILITY OR DESIGN  
PATENT APPLICATION**

☐ Declaration Submitted with Initial Filing      OR      ☒ Declaration Submitted after Initial Filing

Attorney Docket Number

23901-08207

First Named Inventor

Matthew S. Jacobsen *et al.*

COMPLETE IF KNOWN

Application Number

10/757,978

Filing Date

JANUARY 14, 2004

Group Art Unit

2123

Examiner Name

UNASSIGNED

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**PREDICTIVE SELECTION OF CONTENT TRANSFORMATION IN PREDICTIVE MODELING SYSTEMS**

the specification of which

(Title of the Invention)

☐ is attached hereto

OR

☒ was filed on 01/14/2004 as United States Application Number or PCT International Application Number 10/757,978. I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above. I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations. § 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code § 119 (a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365 (a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority		Certified Copy Attached?	
			Not Claimed		YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

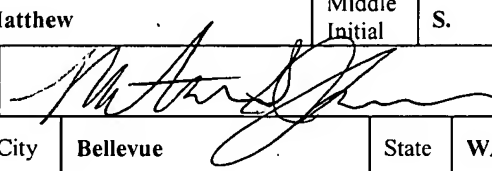
☐ Additional foreign application numbers are listed on a supplemental priority sheet attached hereto:

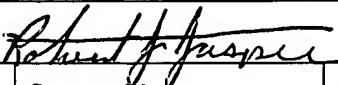
I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below.

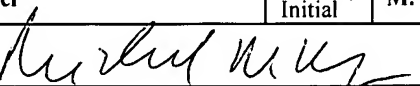
Application Number(s)	Filing Date (MM/DD/YYYY)	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental sheet attached hereto.


DECLARATION			Page 2
I hereby claim the benefit under Title 35, United States Code § 120 of any United States application(s), or § 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application in the manner provided by the first paragraph of Title 35, United States Code § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.			
U.S. Parent Application Number	PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)
<input type="checkbox"/> Additional U.S. or PCT international application numbers are listed on a supplemental priority sheet attached hereto.			

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:			
Name	Registration Number	Name	Registration Number
Robert R. Sachs	42,120		
<input type="checkbox"/> Additional attorney(s) and/or agent(s) named on a supplemental sheet attached hereto.			
Please direct all correspondence to:			
<p style="text-align: center;"> <b>Robert R. Sachs</b>  <b>Fenwick &amp; West LLP</b>  <b>Silicon Valley Center</b>  <b>801 California Street</b>  <b>Mountain View, CA 94041</b>  <b>U.S.A.</b> </p>			
Telephone	(415) 875-2410	Fax	(650) 938-5200

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.							
Name of Sole or First Inventor:		<input type="checkbox"/> A petition has been filed for this unsigned inventor					
Given Name	Matthew	Middle Initial	S.	Family Name	Jacobsen	Suffix	
Inventor's Signature					Date	5/25/04	
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Mailing Address	12121 SE 47th Place						
Mailing Address							
City	Bellevue	State	WA	Zip	98006	Country	United States
<input checked="" type="checkbox"/> Additional inventors are being named on supplemental sheet(s) attached hereto							

DECLARATION					ADDITIONAL INVENTOR(S) Supplemental Sheet				
<b>Name of Additional Joint Inventor, if any:</b>					A petition has been filed for this unsigned inventor				
Given Name	Robert	Middle Initial	J.	Family Name	Jasper	Suffix			
Inventor's Signature					Date	5/25/04			
Residence: City	Sammamish	State	WA	Country	United States	Citizenship	US		
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<b>Name of Additional Joint Inventor, if any:</b>					A petition has been filed for this unsigned inventor				
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Inventor's Signature					Date	25/May/04			
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Mailing Address	4543 52nd Avenue NE								
Mailing Address									
City	Seattle	State	WA	Zip	98105	Country	United States		

<b>Name of Additional Joint Inventor, if any:</b>					A petition has been filed for this unsigned inventor				
Given Name	Kelly	Middle Initial	A.	Family Name	Pennock	Suffix			
Inventor's Signature					Date	5/25/04			
Residence: City	Bothell	State	WA	Country	United States	Citizenship	US		
Mailing Address	15418 92nd Place NE								
Mailing Address									
City	Bothell	State	WA	Zip	98011	Country	United States		